

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

October
15th

by photo-essay

Fraser
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DOMINION LINOLEUM RUGS

*At Specially Reduced
Prices Now!*

Dominion Linoleum Rugs have been here ever since we opened our store. You can choose them at specially reduced prices. All these Flemish, Dutch, and Oriental Rugs throughout Canada have been and will be glad to show you these wonderful bargains. Go to your dealer tomorrow and you will be surprised how little it takes to have only beautiful floors. No need now to postpone enjoying your floor when you see these values. Dominion Linoleum Rugs are most attractive, in purchase now while these low prices last.

Dominion Linoleum Rugs cover in many beautiful designs and in endless sizes. There is a design and color suitable for any room in the house. These rugs are the best in the home market. You will welcome the saving in money that Dominion Linoleum Rugs bring in your home. No need now to postpone enjoying your floor when you see these values. Dominion Linoleum Rugs are most attractive, in purchase now while these low prices last.

Every Dominion Linoleum Rug is guaranteed in quality. Every one has that strong feeling back that means years and years of use.

Specially Made for Canadian Trade

Dominion Linoleum by the Yard
For those who wish to cover the entire floor without cost or worry, Dominion Linoleum is the yard has all the high grade quality of Dominion Linoleum Rugs.

Reduced Prices Now in Effect

Do not delay—take advantage of these wonderful bargains offered and make your selection while your dealer's merchandise is complete.



Made in Canada

Always there when the floor is in need. Dominion Linoleum is the yard has all the high grade quality of Dominion Linoleum Rugs.

Dept. of Public Works
Ottawa, Ontario

Guarantee

Every Brandes Product is sold subject to the approval of the purchaser. If for any reason you are not fully satisfied, if you think it does not fully come up to our guarantee that it is better than any other at the price, return it to your dealer within ten days, and he will immediately refund the full purchase price.

He will not ask any questions. He will take your word, if the product does not meet with your approval. You don't have to prove anything to him.

This guarantee really amounts to a free trial.

Frederick S. Brandes
President

A 16-year-old pledge

More than a million and a half Brandes Products and Table-Talkers are today doing vibrant service! With each sale this long record guarantees customer new strength and meaning. It is an old pledge that betokens the unshaken confidence of the manufacturer in his products—a confidence based on the unshaken acceptance of Brandes products by an alert public.

Brandes

*The name
to know in Radio*

Superior
Matched Tone
Receptor

\$7

Table-Talker
\$12.50

With its the
whole
family listens

Navy Type
Matched Tone
Receptor

\$9



The Moderation League of Ontario

President, Mr. I. F. Hallmark, K.C.

THE large majority in favour of Government Control, and, after the vote, by the Western Province of Manitoba, Saskatchewan and Alberta, were not made possible by the voters of only those who desired a change for the purpose of personal indulgence. There could have been no adoption of Government Control had it not been for the voters of total abstinence. In Manitoba, after almost a year, only a small proportion of those who voted for Government Control have taken out permits to purchase liquor.

An examination of the figures will further show that very many people who had previously voted for Prohibition had, after several years' trial, decided that the time had come for a change.

Why?

Not because it was desired to revert to the old "Dry" system of drinking.

Not because there was any question about the unlimited demand for temperance, respect for law, and decent environment for the children.

Not because the public conscience had become dulled.

But because:

There had grown a feeling, amounting to a conviction, that Prohibition was not living up to the expectations of those who had advocated its adoption, and that it was creating evils as great as those it pretended to suppress, but which were difficult to deal with.

Thoughtful men and women do not ignore what they experience and observe. It is generally agreed that a step was taken in the right direction when the public drinking law was abolished. But the goal of that step has been challenged by the excessive traffic done by the Bootlegger and the huge output of the home-brewer and, thus, duffers.

The Moderation League proposes to hold to the good that has been accomplished, but to meet squarely the challenge of the Bootlegger and the Moonshiner!

Prohibition does not fight the Bootlegger. It created him, and keeps him alive.

Does anyone doubt how the Bootlegger will sell on October 23rd?

There is no doubt that if the Bootlegger could be shown that present conditions would be, for him, less than he would not possibly expect his business, and income and even more during his operation?

In the meantime the Bootlegger has grown wealthy and powerful. No matter what is done he will not stop his profitable, drinking business on a scale the magnitude of which is unsurpassed by the ordinary effort and consequences, which do not find their way into statistics, but are nevertheless disastrous to the individual concerned and to the community, follow.

The decent, self-respecting and law-abiding citizen has been crushed, but the voices of the other class, protesting they are crushed with the smallest measure, have remained unheeded.

The Province is also losing the large revenue which they do not to pay liquor, properly and modestly, are willing to pay for the privilege.

Can the Province afford to lose this revenue? Can it continue to ignore the conditions being created on every side?

The answer lies with the electorate.

With many of the chiefs of Prohibition the Moderation League of Ontario is in entire sympathy. The only matter underlying the activities of the League is that of sincere desire to promote the interests, social, financial, and moral of the Province. There is no wish to generate controversy or ill-feeling. Agreement is made to the experience and observations—on the passions and prejudices—of the people of Ontario. It is contended that there are sufficient grounds obvious to anyone who does not wilfully shut his eyes to them and requiring which there is no difficulty of opinion, to justify the position taken by the League.

At present, the time has come for a change.

Government Control can be had by marking your Ballot as follows—

1	Are you in favour of the continuance of the Ontario Temperance Act?
2	Are you in favour of the sale as a beverage of beer and sprucehead liquor in sealed packages under Government control?

**MARK
YOUR
BALLOT
HERE**

X

Provincial Headquarters, 9 Richmond Street East, Toronto

Telephone: Main 6367 and Main 1293

F. Gordon Oakes, Treasurer

R. J. Chivers, Vice-President

C. D. Byers, Secretary

The Moderation League of Ontario

President, Mr. I. F. Hallmark, K.C.

ONE of the most embarrassing facts that the advocates of compulsory total abstinence has to face is that whenever they have been put into position they have been a strong movement against it. Further, the longer the experiment of prohibition has been tried the greater the opposition has been created. This has always been apparent.

This movement is that in favour of Government Control.

Had Government Control been dependent for its adoption on the votes of those who have always voted against it called prohibition, it would never have become the law of any Province in Canada. One of the most encouraging things to those who have been active in the work of Moderation League is that there have called around them everywhere men and women who in the past have voted with the opponents of the League.

Contrary to the statements made by the prohibitionists these men and women were not and are not concerned with promoting the interests of what is so cynically called "the temperance cause." They were not and are not men and women ignorant of conditions existing in their own communities. They were not and are not ignorant of conditions existing in other communities. They were not and are, for the most part, typical men and women of reasonable citizens of Canada.

These men and women, just as in the case with the men and women of Ontario to-day, had placed before them all the usual usual arguments of the prohibitionists. They had placed before them even of figures and hard statistics showing that prohibition was a serious and that Government Control was a failure.

In spite of that the greater experience and observation made them demand prohibition and stop Government Control.

It is impossible to enumerate all the reasons prompting the change, but it is highly significant that, to take one example only, the Province of Saskatchewan, which for years had voted strongly, however opportunity arose, in favour of prohibition, should last year have voted strongly against it, and the significance of the increased which it takes into account what the people have been told in Ontario regarding Manitoba. The people in Saskatchewan knew, by their geographical position, a wealth better opportunity of knowing the conditions in Manitoba than have those in Ontario, and it will not be government that they had a much better opportunity of knowing the conditions in their own Province than people residing elsewhere.

Let it be remembered that the system in Manitoba had been in operation many months before the people in Saskatchewan voted as this quality.

The conclusion is irrefutable.

Prohibition was a complete failure in Manitoba, a complete failure in Alberta, and a complete failure in Saskatchewan. For that prohibition has these Provinces adopted a policy of Government Control.

And Prohibition has been a complete failure in Ontario.

There is no substantial evidence anywhere that any of these Western Provinces would revert to its old prohibition system.

On the other hand, after less than twelve months, the revenue of the Province of Manitoba has been increased by more than a million dollars and for the last five years they have balanced their budget.

These results that Government Control has not returned as less days of perdition. It is, however, contended that it is a better method of dealing with those men with which prohibition pretends to deal, and thus in addition the revenue of the Province has been.

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"Your hat, Sir"

Between your hat and the shirt of occasion, sport or the evening, it is the shirt that counts. The shirt that counts is the shirt that counts. The shirt that counts is the shirt that counts.

Directed by
BILTMORE GUM, LIMITED
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Dept. 1, Biltmore Gum, Ltd., 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

X-Ray to Diagnose Disease

Developments in Radio-Photography Promise to Bring Surprising Forward Steps in the Treatment of Disease.

THE OBSERVER

A REMARKABLE contribution to the diagnosis of cancer, some large tumors of the lungs have been discovered by the aid of the X-ray. The X-ray is a powerful tool in the hands of the physician. It is a powerful tool in the hands of the physician. It is a powerful tool in the hands of the physician.

A patient is entering the hospital with a cough and some blood in the sputum. The physician is examining the patient. The physician is examining the patient. The physician is examining the patient.

The case shows a tumor in the lung. The physician is examining the patient. The physician is examining the patient. The physician is examining the patient.

The case shows a tumor in the lung. The physician is examining the patient. The physician is examining the patient. The physician is examining the patient.

Punishment Helps Resist Crime

Strengthened Fight of Weak Minded, and Criminally Inclined—Punishment Should Show its Worst Face.

MR. CLYDE LORGE

CRIMINALS are not to be pitied and should not be treated as such. They are not to be pitied and should not be treated as such. They are not to be pitied and should not be treated as such.

I suppose it may be said that the present system of punishment is not sufficient. It is not sufficient. It is not sufficient. It is not sufficient.

The case shows a tumor in the lung. The physician is examining the patient. The physician is examining the patient. The physician is examining the patient.

The case shows a tumor in the lung. The physician is examining the patient. The physician is examining the patient. The physician is examining the patient.

It is a powerful tool in the hands of the physician. It is a powerful tool in the hands of the physician. It is a powerful tool in the hands of the physician.

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NOW~

Is the time to equip with full-size Firestone GUM-DIPPED BALLOONS

Water will find every new and old automobile with Firestone balloons. Owners who enjoy miles of smooth and effortless driving at low cost should equip with Firestone balloons. They are the most reliable and most durable of any tires on the market. They are the most reliable and most durable of any tires on the market.

Most Miles per Dollar

If You Suffer from Goitre

Do you find your throat tight? Do you find your throat tight? Do you find your throat tight?

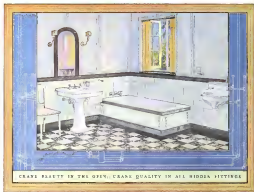
The Heintzman & Co. PIANO

First made in 1858 it stands today as today in the world's grand piano family.

HEINTZMAN HALL, 103-105 York St., Toronto.

GOITRE OR RATS

Do you find your throat tight? Do you find your throat tight? Do you find your throat tight?



In the wide and increasing variety of bathroom appointments provided by Crane, there is fitness for every existing taste as well as for the future.

The Tarnish-buff of cream-white enamel on iron has won wide acceptance in fine homes and apartments. Actually it is a low-cost fixture, easily within the holding budget of the middle home owner. It is known above all as a Vitrolite covering of moderate cost. The board would be

even less expensive. Many Tarnish, on the other hand, are set in marble or tiles of exquisite texture and color to match bathroom walls.

The Tarnish buff has anywhere—in a night or left corner, a recessed alcove, against a wall with both ends free or in the center of the bathroom. Your regular plumber, contractor will supply and install it for you—or any other Crane plumbing or heating fixture you may desire.

CRANE

CRANE LIGHTING GENERAL OFFICES: 185 BEAVER HILL, BIRMINGHAM, MONTGOMERY, ALABAMA
CRANE MANUFACTURING CO., LTD., 10000 DUNDAS STREET WEST, MISSISSAUGA, CANADA

Branche and Sales Offices at 25 Cities in Canada and British Isles

W.L.G. Montreal, Canada, and Spanish, England



ESTABLISHED 1887

THE steps in the selection of a lighting fixture should be taken in the order in which they are listed below.

1. The first consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

2. The second consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

3. The third consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

4. The fourth consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

5. The fifth consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

6. The sixth consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

7. The seventh consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?

Art and Decoration for Town and Country Homes

Are Your Lights Becoming?

By KATHERINE M. CALDWELL

DRAWINGS BY MARJORIE SANZKY

lights without them. There are no more old-fashioned lights hanging from the ceiling, and no more old-fashioned lights hanging from the ceiling.

The first step in the selection of a lighting fixture should be taken in the order in which they are listed below. The second consideration is the nature of the room in which the lighting is to be used.

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It is not until we have reached the point at which we are ready to select a lighting fixture that we are ready to select a lighting fixture.

The first step in the selection of a lighting fixture should be taken in the order in which they are listed below. The second consideration is the nature of the room in which the lighting is to be used.

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to develop light—especially in the case of the modern home. The first step in the selection of a lighting fixture should be taken in the order in which they are listed below.

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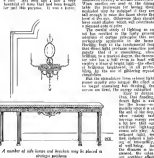
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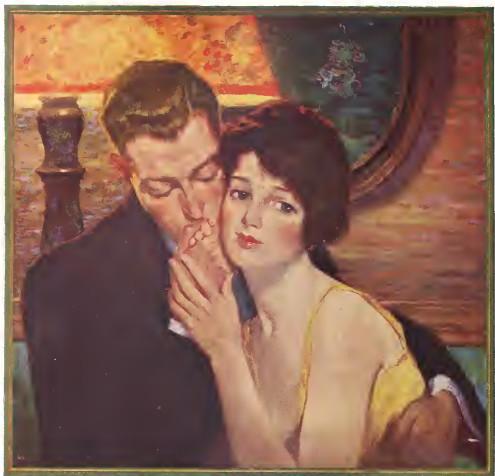
The eighth consideration is the nature of the room in which the lighting is to be used. Is it a room in which the light is to be used for general illumination, or is it a room in which the light is to be used for special illumination, such as for a reading lamp or a desk lamp?



A comparatively small light of modern style as a much more satisfactory for reading than the lightest of light fixtures.



A number of side lamps and brackets may be placed in strategic positions.



A SKIN YOU LOVE TO TOUCH. BY E. K. HANNA

"Science and everyday experience teach that a beautiful skin does not depend on youth"

How long can a woman keep the charm of "A skin you love to touch"?

AT TWENTY — is a woman's skin always fresh and fair?

At thirty — must it begin to fade? In romance — yes. But not in actual life.

Science and the woman of forty

Science and everyday experience teach that a beautiful skin does not depend on youth.

A woman of forty may have a fresh, clear, dazzling complexion. A girl of twenty may have a skin that is dull and sallow, disfigured by blackheads or ugly little blemishes.

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